

Key Points for Kiwanis Webmasters

Kiwanis.org has been redesigned as of July 1, 2007. Phase one launched the new home page and a handful of modules to upgrade user functionality, such as calendar, find a club, contact Kiwanis and a more robust search tool. In the coming months, we will be transitioning more content from the old site into this terrific new style and navigation. In fact, daily and weekly users will see the site transform before their very eyes!

Key points especially for Webmasters include:

- This year during the **International Convention**, **new features** will include daily videos and slideshows, a KKids blog, video quotables from attendees, online forum evaluations, online surveys and more! Check it out at www.kiwanis.org/convention.
- **Headlines** have been available via Web code for clubs to post on their own Club Web sites. That feature ceased July 1 in favor of RSS feeds of the new site's headlines. RSS instructions will be conveyed through a headline link on the old site through Dec. 31. Club Webmasters must install the new RSS feeds into their sites or the old headline codes will display a special message, not headlines. Members-only information and headlines will now appear on the KiwanisONE portal.
- The redesigned kiwanis.org features headlines under K-NEWS. Additional communications tools follow under the **Newsroom** heading.
- The new **calendar** offers quick details via mouse-over, and expanded details within just one click.
- **Find A Club** (formerly Club Locator) features ability to "map it."
- Member Community **forums** ceased July 1. An alert message was posted on the Member Community login page alerting users of the forums. A special notice was also posted on each forum alerting users to wrap up online conversations prior to July 1. Past conversations via the forum were not archived. We now encourage Clubs and districts to create a Facebook profile and social networking to this community site to welcome public access and promote Kiwanis to prospective members.
- **Login** to the Member Community for members-only material will remain, as will access to the old site for material until each item has been moved to the portal.
- **Kiwanis in Action** service project photo gallery is no longer password-protected. Anyone may post photos for review and upload onto the Kiwanis-family sites, although all photos will still go through an approval process. Users are still limited to two photos per day, but this may increase soon.
- A **new image library** (a.k.a. photo gallery), dubbed **Kiwanis Impact**, is coming soon.
- All **Kiwanis-family programs**, including Key Leader, Circle K, and Key Club are now accessible on the Kiwanis.org home page.
- Another new feature is the **My Kiwanis Moment story-sharing virtual library**. It is a story database that will allow users to submit their story for online viewing and reading, along with one photo. Stories will be categorized, searchable and may feature a memorial or honorarium dedication
- An **interactive Kiwanis historical timeline** is coming soon and will be linked from the home page, bottom.

If you've designed your club site using the old design template, you may be asking "now what?" The Kiwanis Web team will be tracking response to the redesign and planning a new, easy-to-use template in the coming months. The most important thing is to continue to follow Kiwanis graphic standards, post timely information, and provide a way for prospective members to reach you.

Rules of Thumb for Kiwanis Club Web Sites

- Follow [Kiwanis graphic standards](#).
- Include a link to Kiwanis International on your home page or within one click of your home page.
- Provide contact information and club meeting details on your site.
- Submit a link request to have your club's Web site linked from the Kiwanis.org's Find A Club feature. Likewise, be sure the International office has your club meeting location's full address, including postal code, so the map it feature works to your advantage.
- Pick a color scheme and stick to it. This applies to text, links, tables, backgrounds, etc.
- Stick to the Kiwanis mission. Do not fill your site with stuff that doesn't matter just to make it look fresh, busy, trendy or interactive.
- Proper spelling and grammar DOES matter. Have someone else proofread your site, new page additions especially. Be familiar with Kiwanis' content style, such as proper reference to programs and capitalization standards.
- Submit your service project successes, unique fundraisers and wow stories to Kiwanis International for use in the magazine, e-zine or showcasing in the [My Kiwanis Moment story-sharing virtual library](#). Promotion in official Kiwanis communication and publications almost always provides a link back to your club site.
- Watch overuse of abbreviations and acronyms.
- Use animation sparingly.
- Know the difference between a jpeg and a gif file format. See <http://www.bignosebird.com/losewait.shtml> for help.
- Do not create pages that take more than 30 to 60 seconds to load at 28.8K. Do this by using graphics sparingly. Always indicate the height and width of your images. Many browsers cannot display any part of the page until it knows all of the dimensions of the objects that the page consists of.
- Have more than one browser on your system for testing. If nothing else, be sure that you view your site work using Microsoft Internet Explorer (IE), Firefox, or Netscape. For example, some designs will look different in IE6 versus IE7. If you happen to have an AOL account, check it out on that as well.
- Remember that on the Web, all fame is local. Community is defined by interest, not geography and there are no natural boundaries. The Web is perfect for groups and social activity. It presents the human experience in a way like no other medium has done before. Make sure your Web site invites collaboration, compassion, and pride for your club.

Links for the Beginner Webmaster

A List Apart Magazine - for people who make Web sites
<http://www.alistapart.com/articles/alaprimer2>

Big Nose Bird - everything you need to build great Web sites
<http://www.bignosebird.com/newbie.shtml>

Webopedia - online dictionary for computer and Internet technology definitions
<http://www.webopedia.com/>

Google Gadgets - mini applications for your site
<http://code.google.com/apis/gadgets/>

Web Designs from Scratch - a complete guide to designing Web sites that work
<http://www.webdesignfromscratch.com/basics.cfm>

Links for the Seasoned Webmaster

A List Apart Magazine - for people who make Web sites
<http://www.alistapart.com/topics>

Big Nose Bird - everything you need to build great Web sites
<http://www.bignosebird.com/>

Adobe Think Tank - an in-depth series of articles that examines design and technology
<http://www.adobe.com/designcenter/thinktank/>

CssPlay - experimenting with cascading style sheets
<http://www.cssplay.co.uk/menu/index.html>

Google Code - and gadgets
<http://code.google.com/> (About Google: Google Services & Tools: Code)

Web Designs from Scratch - a complete guide to designing Web sites that work
<http://www.webdesignfromscratch.com/>

CreativePro.com
<http://www.creativepro.com/category/home/68.html>

The Poynter Institute EyeTrack07
<http://eyetrack.poynter.org/>

TechSoup.org - the technology place for nonprofits
<http://www.techsoup.org/>

Nifty Web Site Building Tools

World clocks, time zones and much more
<http://www.timeanddate.com/>

Abbreviations.com - search abbreviations and acronyms
<http://www.abbreviations.com/>

RefDesk.com - the single best source for facts
<http://www.refdesk.com/>

50 States - details on states and capitals
<http://www.50states.com/>

FamFamFam - free Web icons
<http://www.famfamfam.com/lab/icons/>

Yahoo! Widgets
<http://widgets.yahoo.com/>

Google Picassa - free software download to edit, organize, print and share photos
<http://picasa.google.com/>

W3C - World Wide Web Consortium (see W3C A-Z)
<http://www.w3.org/>

Section 508 Accessibility Standards
<http://www.access-board.gov/508.htm>

Just for Fun

Buzzword Hell - banishing clichés and getting on with life
<http://www.buzzwordhell.com>

Creativeprose - wacky Web site of the week archives
<http://www.creativepro.com/story/feature/23661.html?cprose=7-50>

GeoGreetings - global e-greetings
<http://www.geogreeting.com/>

The Webby Awards - honoring the Internet's best
<http://www.webbyawards.com/>

PopURLs - for news junkies
<http://popurls.com/>

Zude: It's not your context anymore (a PoynterOnline article)
<http://www.poynter.org/column.asp?id=31&aid=122687>

SOURCES:

"A Design Philosophy," Big Nose Bird, 1997-2003, <http://www.bignosebird.com/gentech.shtml>

"Internet 101," by Keith H. Hammonds, FastCompany.com, issue 56, February 2002, page 132,
<http://www.fastcompany.com/magazine/56/internet101.html>